## 1997-98 SESSION COMMITTEE HEARING RECORDS

## Committee Name:

Joint Committee on Finance (JC-Fi)

### Sample:

Record of Comm. Proceedings ... RCP

- > 05hrAC-EdR\_RCP\_pt01a
- > 05hrAC-EdR\_RCP\_pt01b
- > 05hrAC-EdR\_RCP\_pt02

- > Appointments ... Appt
- > \*\*
- Clearinghouse Rules ... CRule
- > \*\*
- > Committee Hearings ... CH
- > \*\*
- > Committee Reports ... CR
- > \*\*
- > Executive Sessions ... ES
- > \*\*
- > Hearing Records ... HR
- \*\*
- ➤ <u>Miscellaneous</u> ... Misc
- > 97hrJC-Fi\_Misc\_pt183b
- > <u>Record of Comm. Proceedings</u> ... RCP
- > \*\*

608-8 Eagle Heights Madison, Wisconsin 53705 May 3, 1996

Michael Grebe
President, U.W. Board of Regents
Room 1860 Van Hise Hall
1220 Linden Drive
Madison, Wisconsin 53706

Dear Mr. Grebe:

We are writing to express concern about Wisconsin Public Radio. As devoted listeners and contributors we are disturbed by recent programming decisions.

In the past few years Jack Mitchell has angered listeners with poorly considered programming decisions. When Mr. Mitchell canceled the Metropolitan Opera broadcasts, public reaction forced WPR to backtrack. Now Mr. Mitchell has angered hundreds to thousands of listeners like ourselves by canceling About Cars. Something is amiss. Why do dedicated listeners have to fight these changes every year by carrying out damaging fights in the newspapers and over the airwaves? We encourage you to help WPR establish a process to obtain listener opinions before these decisions are made. Let's take the heat off Mr. Mitchell by letting listeners have a louder voice in programming decisions.

As supporters of WPR we'd like to see an end to the bitter fight developing over About Cars. This Wisconsin produced program has a large group of supporters who tuned in weekly to hear Mart Joseph's advice and views. To listeners like ourselves, the decision to replace About Cars with the irritating East-coast program Car Talk is an unacceptable intrusion in our weekend routine. I suspect that Mr. Mitchell's decision was based primarily on his inability to work with Matt Joseph, not on the claimed cost differential in the programs. We believe a single call for support from listeners would generate the revenues needed to offset the cost difference. If the decision arose from personality conflicts, we'd argue that on-air talent with dedicated listener support is far more valuable than the satisfaction of an administrator who has consistently exasperated listeners with his decisions. The public wants About Cars on Public Radio. Please encourage Mr. Mitchell to set aside his differences with Matt Joseph and bring About Cars back to Wisconsin Public Radio.

Thank you in advance for ending these silly disputes by helping bring About Cars back to Wisconsin Public Radio and working with Jack Mitchell to make sure the Opera/About Cars problems do not re-occur.

With sincerity from dedicated listeners,

Wyerh W. Wasserman

Stephanie R. Wasserman

- Stylane Kilinserna

May 25, 1996

Michael W. Grebe President, Board of Regents Foley & Lardner 777 E. Wisconsin Avenue Suite 3800 Milwaukee, Wi 53202-5367

Dear Mr. Grebe:

I wish to express my disappointment in the cancellation of "About Cars" with Matt Joseph on Wisconsin Public Radio. This show had many loyal listeners in this part of Wisconsin. The replacement with "Click and Clack" is not a satisfactory program change. The information one gleaned from Matt and Lori was a very real service of Public Radio. The replacement isn't of the same caliber, nor entertaining.

I spend about three to five hours a day listening to the radio—I have now removed Public Radio from my list on Saturdays. Public Radio has devoted about one hour every two to three weeks asking listeners what they want to hear. I have never heard a listener call in and suggest that "About Cars" be dropped.

If you wish the listeners to support Public Radio you will have to bring Matt back at his regular time. How many other changes will Public Radio make without input from the very people who support it.

Sincerely.

Bill Burnap DVM Milhael Grebe President, U.W. Board of Regento Room 1860 Van Hire Hall 1220 Rinden Drive Madison, WI 53706

may 10, 1996

Dear President Grelie,

questario.

We need your helps to put matt gosephis "ABOUT CARS" beek on WHA Radio, at its usual 9 km slot on Saturdays. Low reasons not stated "about care" was suddenly taken of the airi end a program "car Jalk" was put in its place.
Matt gosephis faithful disteners were shocked! We miss him
very much! "Car Jalk" is a syndicated comedy show from Boston, it allows few Wir consin calls, and their humans mechanic ments qui anouvers full of sound effects, humerous asides, but little to scant specific responses to automoticie

You must tenous what WHA radio and its program Director, gade mitchell have done. They on he have a has summarry chancelled the second most popular radio program and the one with the highest pledge commitment on the pledge driver, under taken by Wisconsin Public Radio.

Just listen to the two programs Click & Clacks Cartalk" and mait Josephis "about Cars" if you are truly intersted in quality and donth. - we must be an almost a second mail and a second mail a second ma and depthi - you must beg so doing he cognize - matt goseph's the genius:

The sudden cancelation of Matt Josephi program makes mockey of the advertizing fargon of whiconius Public Radio. "The ideas radio retwork"—what "ideas" are promulgated by click and Clacki " con Salk"? How can WHA say " Bue talk alearet matters important to you" and put on click and clack and take Matt Joseph off.

Rease President Melie, don't allow gade miteshall to make this traget mistake. Use your influence to new state

Matt gosephi" aleast Cars".

Sin cerely yours, Robert O. Pours Mo 4214, Odana Rd madison. W153711

P.O. Box 114 Blair, WI 54616 May 21, 1996

Mr. Michael W. Grebe President, Board of Regents Foley & Lardner 777 E. Wisconsin Avenue Suite 3800 Milwaukee, WI 53202-5367

Dear Mr. Grebe:

I am writing to express my extreme displeasure with the programming changes replacing "About Cars" with the obnoxious "Car Talk". I am a avid listener and regular contributor to Wisconsin Public Radio and have always enjoyed the LOCAL programming offered. As an alumnist I have felt that WPR has kept me connected to the University and that it is an important way to reach all of the citizens of Wisconsin.

I have written to President Lyall and received a par response. I have contacted Jack Mitchell and received no response and I have contacted my legislative representative who also is a fan of WPR. I will continue to write letters until the message is received that many of us want to save the quality programming that we pay for. I am seriously reconsidering my financial support to WPR because of this issue.

As President of the Board of Regents I hope that you will request that WPR be included the Extension Service audit so that the mismanagement of Jack Mitchell will be exposed.

Sincerely,

Betty A. Reininger

CC: Board of Regents
President Lyall
Donald Hanna
Jack Mitcheil
Matt Joseph

P.O. Box 114 Blair, WI 54616 May 21, 1996

Ms Katharine Lyail
President, University of Wisconsin
1720 Van Hise Hail
1220 Linden Dt.
Madison, WI 53706

Dear President Lyail:

This letter is in response to your letter dated May 9, 1996. I am very disappointed in your par response to my concerns about Wisconsin Public Radio and the programming changes of "About Cars". Your response tells me that you have relied on only Jack Mitchell's interpretation of the facts and have not taken the time to speak with Mr. Joseph to get both sides of the story.

I do understand that you are very busy however, since you are the boss, you are expected to be fully informed. Your letter indicated that Mr. Joseph rejected an offer. It is my understanding there were no negotiations only a series of three letters, the final letter being a notice of cancellation. The least that should have been done was to honor Mr. Joseph's remaining three months on his contract.

Again, I wish to express my disappointment with your inaction and to let you know that I am seriously reconsidering my financial support for WPR and the University. You have the power to include WPR in you the current audit of the Extension Service. I request you do so in order to expose the mismanagement by Jack Mitchell.

Sincereiy,

Berry A. Reininger

Ms. Joy Cardin Ideas Network Director Wisconsin Public Radio 821 University Avenue Madison, WI 53706



Dear Ms. Cardin:

We are writing to inform you of the extreme disappointment and sense of betrayal we are feeling at your decision to cancel the "About Cars" program with Matt Joseph.

We listened to "Car Talk" on WUWM 89.7 for almost 10 years and were feeling that the show had gone as far as it could, given its limited format, and that it was time for a change. Then, by chance, we heard the mesmerizing "About Cars" show on WHAD 90.7. What a relief! We changed our radio dial and, for the first time, were moved to donate money to public radio -- all because of that show.

Last week-end we had planned to attend a live broadcast of "About Cars" and a listener appreciation party. The day before the party we heard that "Car Talk" would play on Saturday at 9:00 am. We were shocked. A small explanation on-air notifying listeners of the cancellation of "About Cars" would have been the responsible action for you to take. Instead, we had to call the station. We never received notification in the mail. What poor listener appreciation!

Mr. Jack Mitchell's response to Mr. Matt Joseph's letter, dated April 15, is a perfect example of how out of touch he, and we assume, the public radio "Ideas Team" is with their listeners. We think that Mr. Mitchell does not understand public radio listeners as well as he thinks. For instance, he mentions that the material Mr. Joseph covered during the show was "...much too dense and detailed..." Mr. Mitchell is implying that the WHAD radio audience was not intelligent enough to understand or care about in-depth details regarding the automobile world. Mr. Mitchell's underestimation of the WHAD audience is quite disturbing.

We urge you to reconsider your decision to cancel "About Cars". The show was by far your strongest offering and had the quality to become a nationally syndicated show that would put "Car Talk" to shame. Also, Mr. Mitchell's lack of faith in the integrity and depth of public radio's listeners is indicative that he no longer serves in their best interest.

Sincerely

Scott Mittelstadt 8145 North Navajo Road

Fox Point, WI 53217

Therese Gripentrog

c: Katharine Lyall - President, UW System Michael Grebe - President, UW Board of Regents Honorable Sheldon Wasserman - State Assembly Donald E. Hanna - Chancellor, UW-Extension Matt Joseph - Host, "About Cars" Jack Mitchell - Director of Radio, WHAD

FRED H. PETERSON & LONNA M. PETERSON 6337 Shoreham Drive Madison, Wisconsin 53711

April 4, 1996

Mr. Jack Mitcell, Director Wisconsin Public Radio 821 University Avenue Madison, Wisconsin 53706

Re: Saturday Morning WHA Programming

Dear Mr. Mitchell:

My wife and I have been regular listeners to the WHA Saturday morning programming. Last weekend we were out of the state and could not tune in. As we tuned in this morning during our usual late Saturday breakfast, we became aware of a change. "About Cars" was gone and a feeble excuse for an automotive show had replaced it. I tried to call, but, I guess the offices are closed on Saturdays. We did turn the radio off, and we didn't turn it back on.

Now, later in the afternoon, while reading *Isthmus* I've learned that you canceled the show and replaced it with drivel. What could you have been thinking?

The result, from our standpoint at any rate, is that we ask that you immediately cancel our automatic bank withdrawal pledge of support for Wisconsin Public Radio. Additionally, in keeping with your longstanding policy of refunding 100% of pledges to dissatisfied listeners, we request that you return all of this fiscal year's donations from our account. That account is in the name of Lonna M. Peterson, co-author of this letter.

We are extremely dismayed at your process and tactics regarding your programming.

Sincerely,

Fred H. Peterson

Lonna M. Peterson

Jonne M. Peters

c: Katharine Lyall
President, U.W. System
Room 1720, Van Hise Hall
1220 Linden Drive
Madison, WI 53706

Michael Grebe President, U.W. Board of Regents Room 1860 Van Hise Hail 1220 Linden Drive Madison, WI 53706 Donnald Hanna Chancellor, U.W. Extension 527 Extension Building 432 North Lake Street Madison, WI 53706 Ms. Katharine Lyall
President
University of Wisconsin
Room 1720
Vanhise Hall
1220 Linden Dr.
Madison, WI 53706

Dear Ms. Lyall:

I was shocked and dismayed upon recently learning that Matt Joseph and "About Cars" was taken off the air at Wisconsin Public Radio. I think this is a big mistake — let me tell you why.

Presently, I'm Ford Motor Company's midwest regional public affairs manager. In my job, I have the good fortune and opportunity to work with Mr. Joseph on a regular basis. Additionally, I've known and worked with him during the past six year of my 12-year career at Ford.

I can say without any hesitation that Mr. Joseph is one the most knowledgeable, bright and respected automotive journalists in the country. He is known and admired by many at Ford, from our chairman to vice presidents to many engineers. He is one of the best at what he does, bar none.

You know more about ratings and demographics at the station than I do. But I do hear his show every week, and aside from the fact that I find it extremely timely and newsworthy, I can tell by all the callers to the show that many in your audience enjoy the show as much as I do. I have heard many automotive radio show over the years, and NONE come close to "About Cars" in their scope and information sharing.

I hope you will find a way to get "About Cars" back on the air soon. Not doing so would be a big mistake — and a huge loss — to Wisconsin Public Radio.

Sincerely,

Jim Trainor



Public Affairs Office Ford Motor Company 205 North Michigan Avenue Suite 2214 Chicago, illinois 60601

May 6, 1996

Mr. Michael Grebe President, U.W. Board of Regents Room 1860, Vanhise Hall 1220 Linden Dr. Madison, WI 53706

Dear Mr. Grebe:

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Sincerely,

Jim Trainor

May 6, 1996

Katharine Lyall
President, UW System
Room 1720 Van Hise Hall
1220 Linden Drive
Madison, WI 53706

Ref: Protest due to Cancellation of About Cars

Katharine.

The UWEX had a wonderful one hour program on Saturday morning on Public Radio called About Cars." It was hosted by Matt Joseph and Lori Skelton. It had intelligent, lucid, thoughtful discussions surrounding personal transportation, that was a resource to all of Wisconsin. It contained three (3) main sections - "News from Autodom", listener call-in, and an auto review. If you had listened to it, you would be aware that about 50% of the listener call-ins were from women. This was not a car buff show or one aimed at gearheads. It was good practical knowledge and advice with money-saving information.

Mr. Jack Mitchell replaced it with <u>Car Talk With Click and Clack</u>, a pair of brothers from Boston that spend the hour with light banter, cheap jokes, and PROFANITY! This is in direct violation of the Wisconsin Public Radio Mission statement which calls for locally produced programs with a focus on Wisconsin. Additionally, someone at WPR is playing fast and loose with listener

money.

Matt Joseph was paid \$10,500 yearly for his efforts. About Cars brought in about \$20,000 last year in listener donations - more than enough to pay the costs of producing the show. The party line on Car Talk With Click and Clack is that its FREE because of a deal to take Feldman when in actuality it costs \$23,000 per year. This money came from the deal but it could have been used for other programing since the deal did not state it had to be used for the Boston show! About Cars brought in around \$20,000 in pledges/donations last year, however, many of the pledges I am learning were designated to other shows. Why? I pledged \$263.00 during the About Cars pledge drive and received a "thank you" from Michael Feldman - a show I will never listen to nor do I want my money to be used for. Yet his show received the credit of my pledge rather than About Cars. What is going on at Wisconsin Public Radio? Mr. Jack Mitchell bears direct responsibility for this misguided program change as well as the error to many pledges. He uses focus groups and network planning and evaluation teams rather than the PUBLIC to determine what the public wants to hear. Public Television uses extensive contributor/viewer surveys to best determine programing. What is wrong with WPR? If it were up to Mr. Mitchell, Saturday Public Radio would be "dumbed down" to the level of the newspaper USA TODAY.

Please help bring back About Cars and let the public decide when a switch needs to be made.

Sincerely,

John F. Olson 200 Greenwood Drive Rothschild, WI 54474 715-359-7819

also sent to Michael Grebe & Donald Hanna

#### COPY for Matt Joseph

Katharine Lyall
President, UW System
Room 1720 Van Hise Hall
1220 Linden Drive
Madison, WI 53706

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Please help bring back About Cars and let the public decide when a switch needs to be made.

Sincerely,

John F. Olson 200 Greenwood Drive Rothschild, WI 54474 715-359-7819

This letter was also sent to: Michael Grebe and Donald E. Hanna

Thank you for considering these comments and my request that you reconsider your decision and, hopefully, restore Mr. Joseph's program on Saturday mornings. I look forward to receiving your response.

Very truly yours,

John B. Haydon

Ms. Katharine Lyall cc:

Mr. Vincent Ruffolo bcc:

## John B. Haydon 317 East Acacia Road Fox Point, Wisconsin 53217

May 15, 1996

Radio Station WHA Wisconsin Public Radio 821 University Ave. Madison, WI 53706

Re: "About Cars with Matt Joseph"

Dear Ladies and Gentlemen:

I have, over the years, been a listener and staunch supporter of Wisconsin Public Radio (as well as public television), including both WHAD-FM and WUWM-FM.

I was very saddened to learn that your very popular program, "About Cars with Matt Joseph," which had been heard here on WHAD-FM, has been taken off the air, apparently in order to broadcast "Car Talk" with the Magliozzi Brothers.

This change is a great loss to your listening audience. There is no comparison, in my view, between the two programs. "Car Talk" has degenerated to basically a humorous program, where the Magliozzi Brothers are more interested in humor and silliness than in imparting helpful information. By contrast, Mr. Joseph's program is far more informative and helpful.

It is also my understanding that Mr. Joseph's program originated in your studios, and had a wide audience and appeal (and apparently also it was "picked up" by other public radio stations). In addition to presenting a superior product, it seems to me that Wisconsin Public Radio was performing an added service by producing this on a local basis.

I do not understand why Mr. Joseph's program was canceled in favor of an inferior substitute. As a concerned listener, financial supporter of public radio, as well as a taxpayer (and graduate of the University of Wisconsin, and annual contributor to the University, particularly the Law School from which I also graduated), I question the advisability of your decision. I earnestly request that you reconsider your decision.

If the decision is to stand as it is, I would appreciate knowing the reasons for the cancellation of Mr. Joseph's program and the substitution of "Car Talk." Without a well reasoned explanation, those of us who provide significant support to the University will certainly question the judgment of one of the University's agencies, as well as the wisdom of our support.

## Katharine Lyall,

Wish to let you know I miss Matt Joseph, Lori Skelton & About Cars. What a quality program & I hope for its return as soon as possible. I did ask for & received a refund check for my support of public radio. Your attention & help would be appreciated by many.

Thank you.

Yours,

Ronald M. Shreve 533 High Ave, Box 97 Hillsboro, Wi, 54634 489-3876 nauti@westbyservermwt.net

#### Michael W. Grebe:

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Ronald M. Shreve
533 High Ave, Box 97
Hillsboro, Wi, 54634
489-3876
nauti@westbyservermwt.net



Chancellor Donald E. Hanna University of Wisconsin Extension 527 Extension Building Campus

5th May 1996

Dear Mr. Hanna:

I appeal to you to assist a large group of supporters of and contributors to the Wisconsin Public Radio program About Cars to have this program reinstated by WPR Director [ack Mitchell.

Matt Joseph, the creator and host of About Cars, was cashiered about ten days ago by Mr. Mitchell, although Mr. Joseph's one year contract ran until July, in a dispute over timing of the program. About Cars has, in a few years, created a faithful following of women and men who are interested in cars. My wife, Sandy, and I enjoy driving our cars and we very much appreciate Mr. Joseph's intelligent and thorough analyses of automobile creators and manufacturers which he terms News from Autodom, and his and Lori Skelton's comprehensive evaluations of new automobile and truck models. We believe that the call-in aspects of the program are secondary as we have no interest in maintaining, revising, or restoring our newer model cars.

In place of a locally produced profound commentary on automobiles, Mr. Mitchell immediately put Click and Clack in the 9 AM Saturday slot. This program originates in Boston, is really a comedy program by two too-often witless brothers, and allows only 3-4 calls during each hour's program from troubled car owners throughout the entire United States. This program failed on WPR several years ago and is expensive to purchase for the multiple transmitters that carry WPR's programming throughout the State.

You will recall that Mr. Mitchell threatened to remove the live broadcasts of the Metropolitan Opera from Wisconsin Public Radio in 1993. This was met with a storm of protest, forcing Mr. Mitchell to acquiesce and agree to keep the Met on the air "for another year." The Met remains on the air and a watchdog committee of Opera buffs maintains its vigilance as to Mr. Mitchell's behavior.

The Legislative Audit Bureau is being asked to look into how Wisconsin Public Radio is administered, how programming decisions are made without listener surveys and opinions, and how the \$9.3 million annually of state, federal, and private monies are spent.

Thank you for considering assisting in the reinstatement of About Cars to the air, and to the improvement of Wisconsin Public Radio so that it will better fulfill the University of Wisconsin Extension's mission of taking the University's knowledge and expertise to the boundaries of the State of Wisconsin.

Sincerely,

John Bryant Wyman, M. D. Section of Gastroenterology



Ms. Virginia R. MacNeil 9321 N. Tennyson Bayside, WI 53217

5th May 1996

Dear Ms. MacNeil:

I appeal to you to aid a large group of supporters of and contributors to the Wisconsin Public Radio program About Cars to have this program reinstated by WPR Director Jack Mitchell.

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Sincerely, Wrisan

John Bryant Wyman, M. D. Section of Gastroenterology

Department of Medicine

J5/220 Clinical Science Center



Mr. George K. Steil, Sr. P. O. Box 1148
Janesville, WI 53547

5th May 1996

Dear Mr. Steil:

I appeal to you to aid a large group of supporters of and contributors to the Wisconsin Public Radio program About Cars to have this program reinstated by WPR Director Jack Mitchell.

Matt Joseph, the creator and host of About Cars, was cashiered about ten days ago by Mr. Mitchell, although Mr. Joseph's one year contract ran until July, in a dispute over timing of the program. About Cars has, in a few years, created a faithful following of women and men who are interested in cars. My wife, Sandy, and I enjoy driving our cars and we very much appreciate Mr. Joseph's intelligent and thorough analyses of automobile creators and manufacturers which he terms News from Autodom, and his and Lori Skelton's comprehensive evaluations of new automobile and truck models. We believe that the call-in aspects of the program are secondary as we have no interest in maintaining, revising, or restoring our newer model cars.

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Sincerely,

John Bryant Wyman, M. D. Section of Gastroenterology



Mr. Jay L. Smith
JLS Investment Group
4101 County M
Middleton, WI 53562

5th May 1996

Dear Mr. Smith:

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Sincerely,

John Bryant Wyman, M. D. Seri Gastroenterology



Mr. Gerard A. Randall, Jr. Golda Meir Library P. O. Box +13
Milwaukee. WI 53201

5th May 1996

Dear Mr. Randail:

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The Legislative Audit Bureau is being asked to look into how Wisconsin Public Radio is administered, how programming decisions are made without listener surveys and opinions, and how the \$9.3 million annually of state, federal, and private monies are spent.

Thank you for considering assisting in the reinstatement of About Cars to the air, and to the improvement of Wisconsin Public Radio so that it will better fulfill the University of Wisconsin Extension's mission of taking the University's knowledge and expertise to the boundaries of the State of Wisconsin.

Sincerely,

John Bryant Wyman, M. D. Section of Gastroenterology



Mr. San W. Orr, Jr. P. O. Box 65 Wausau, WI 54402-0065

5th May 1996

Dear Mr. Orr:

I appeal to you to aid a large group of supporters of and contributors to the Wisconsin Public Radio program About Cars to have this program reinstated by WPR Director Jack Mitchell.

Matt Joseph, the creator and host of About Cars, was cashiered about ten days ago by Mr. Mitchell, although Mr. Joseph's one year contract ran until July, in a dispute over timing of the program. About Cars has, in a few years, created a faithful following of women and men who are interested in cars. My wife, Sandy, and I enjoy driving our cars and we very much appreciate Mr. Joseph's intelligent and thorough analyses of automobile creators and manufacturers which he terms News from Autodom, and his and Lori Skelton's comprehensive evaluations of new automobile and truck models. We believe that the call-in aspects of the program are secondary as we have no interest in maintaining, revising, or restoring our newer model cars.

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Sincerely,

John Bryant Wyman, M. D. Section of Gastroenterology

Department of Medicine

15/220 Clinical Science Center



Mr. Johathan B. Barry 4906 Febrite Drive Madison, WI 53716

5th May 1996

Dear Mr. Barry:

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Sincerely.

John Bryant Wyman, M. D. Section of Gastroenterology



Mr. John T. Benson P. O. Box 7841 Madison, WI 53707-7841

5th May 1996

Dear Mr. Benson:

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incerely,

John Bryant Wyman, M. D. Section of Gastroenterology



Mr. Bradley D. DeBraska Milwaukee Police Association 1840 N. Farwell, Suite 400 Milwaukee, WI 53202

5th May 1996

Dear Mr. DeBraska:

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Sincerely,

John Redam Wyman, M. D

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Section

stroenterology



Ms. Brigit E. Brown Cartwright Center Room 212, Box 111 1725 State Street LaCrosse, WI 54601

5th May 1996

Dear Ms. Brown:

I appeal to you to aid a large group of supporters of and contributors to the Wisconsin Public Radio program About Cars to have this program reinstated by WPR Director Jack Mitchell.

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Sincerely.

Section of Gastroenterology



Mr. Alfred S. De Simone The Equitable 7514 30th Avenue Kenosha, WI 53142

5th May 1996

Dear Mr. De Simone:

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Sincerely,

John Bryant Wyman, M. D.
Section of Gastroenterology



Mr. Lee Sherman Dreyfus P. O. Box 1776 Waukesha, WI 53187

5th May 1996

Dear Mr. Dreyfus:

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Sincerely.

Bry lynn John Bryant Wymun, M. D. Section of Gastroenterology

608/263-1300



Mr. C. Daniel Gelatt P. O. Box 2287 LaCrosse, WI 54602-2287

5th May 1996

Dear Mr. Gelatt:

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Sincerely,

John Bryant Wyman, M. D. Section of Gastroenterology



Mr. Sheldon B. Lubur 777 E. Wisconsin Avenue Suite 3380 Milwaukee, WI 53202

5th May 1996

Dear Mr. Lubar:

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Sincerely,

John Bryant Wyman, M. D. Section of Gastroenterology

Bry Wyman



Ms. Phyllis M. Krutsch Route 3, Box 3100 Washburn, WI 54891

5th May 1996

Dear Ms. Krutsch:

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Bry Wyman John Bryant Wyman, M. D. Section of Gastroenterology



Ms. Kathleen J. Hempel P. O. Box 19130 Green Bay, WI 54307-9130

5th May 1996

Dear Ms. Hempel:

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Sincerely,

John Bryant Wyman, M. D.

Section of Gastroenterology



Sent to each PSLa Probio ASTOC. Boal Medal MI

Ms. Ruth Marcene James P. O. Box 40 Fennimore, WI 53809

5th May 1996

Dear Ms. James:

I appeal to you to aid a large group of supporters of and contributors to the Wisconsin Public Radio program About Cars to have this program reinstated by WPR Director Jack Mitchell.

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Sincerely,

John Bryant Wyman, M. D. Section of Gastroenterology

Dry Wynen

capable of understanding a Matt Joseph? that we need to dumb down an automobile show to the hoot and holler level of a Click and Clack? The evidence seems to support such a conclusion.

So here's what I want:

- 1) the return of About Cars to Saturday morning in the period somewhere between 8 and 10 a.m., preferably in the 9 to 10 a.m. slot where it's been.
- 2) figures published for each hour on Saturday on WFIA radio of the number of listeners to each program for the period of the past year or past six months (and the evidence supporting such figures).
- 3) figures published showing the number of listeners to Click and Clack when it was broadcast on WPR some years ago and the amount of pledges received at that time for that program.
- 4) figures published of the number of people who have corresponded with WPR requesting Click and Clack returning to the air on WHA radio (and the evidence to support such figures.)
- 5) figures published of the number of people who have corresponded with WPR in favor of returning About Cars to the air or to express outrage, disappointment, etc. about the poor decision to take the program off the air (and the evidence to support such figures).
- figures showing how much money has been pledged to the About Cars segment during fund drives over the past three years. Also I want to know whether money called in and pledged to About Cars was credited to some other program (this may require an audit of the books) to give the impression that About Cars wasn't pulling its weight. Such behavior, if true, would be highly unethical and should result in disciplinary action. One Nixon and his cover-up was enough.
- 7) The people who were promised a "listener party" (and I am not among that number), should have their party with Matt Joseph and Laurie Skelton present. It is mighty small of the people who cancelled the party to have done so. These are/were loyal listeners who were willing to part with their hard-earned money to support a favorite WPR program. It's just plain cold to stiff them. Have these people who did this no sense of shame? Joseph Welch asked the right question to cover this, "...at long last, have you left no sense of decency?"
- 8) I believe that my last check to WPR last December 1995 was for \$60.00 That amount was largely to support opera broadcasts on WERN. However, I'd say that some \$15.00 of that amount was to support About Cars. If the program is not returned to its previous slot at 9 a.m. on Saturday morning, then I wish to have my \$15.00 returned in its entirety.
- 9) such decisions should be made more broadly based. We need a decision group that goes beyond "professional" staff. We need consumers of the radio service to help make decisions.
  - Finally, what will you do about this? Please let me know.

I'm angry about what is happening and, I believe, justifiably so.

Sincerely,	
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Copies

George H. Shands

and former fance

1117 Weilesley Road Madison, Wisconsin 53705 May 18, 1996

Ms. Katharine Lyall President, U. W. System Room 1720 Van Hise Hall 1220 Linden Drive Madison, Wisconsin 53706

Dear Ms. Lyall:

Another Saturday morning and no About Cars with Matt Joseph and Laurie Skelton. I have waited this long to write about this sad state of affairs in order to cool off a degree or two in order to be more rational in my response to WHA's decision to cancel the About Cars program.

Quite frankly, I'm still "mad as Hell and I'm not going to take it anymore!" This program has meant a great deal to me, first in buying a car and secondly in maintaining that same car. It was Joseph's recommendation that confirmed the choice I made in 1992 to purchase my present car—a car which was his "Auto of the Annum." He introduced me to synthetic oil which I've been using since my car passed 5,000 miles. In his answers to the many callers to his program, I've have learned what to do to maintain my car and what not to do—essentially how to separate the wheat from the chaff. I learned not to use auto dealers' undercoating services and as a result, I took my car to Ziebart's—a name which Joseph always mispronounces. Since I hope to keep my car for at least ten years so, I'm not always interested in his car reviews each week. Still, I and many have benefited from Joseph's reviews in the past and continue to do so. As for me, I don't begrudge the few minutes of the program that are used for new vehicle reviews. I certainly would want access to this information when I purchase my next vehicle.

Now my program has been taken from both me and others very unceremoniously and we've been told that there were good reasons for this. Joseph has been charged with being unwilling to negotiate a different time for his program, but how does one negotiate a fait accompil—a non-negotiable demand? Where did the negotiation take place?

We are told that there were complaints about the make-up of the program: too much of the "News from Autodom", too long a new car review, too few call-ins from listeners. Whose judgment was that? No one consulted me and I listen nearly every week and contribute to Wisconsin Public Radio. Certainly anyone with a modicum of intelligence and understanding of the American economy knows that the auto industry is a mainstay of the American economy and has been for 75 years. The "News from Autodom" segment is the part I've liked best about About Cars as it gives hints about the direction of the auto industry and hence about the direction of the economy. This is important information that we all need. It's not just parochial; it's international information we're receiving from Joseph. He lets us know what is going on not only in the U. S. A., but also in Japan and Europe and the impact decisions made there might have on America. Chronicling the competition among the Big Three U. S. and the foreign auto companies operating here gives us an idea about what might happen to the



January 10, 1997

W. L. Burnap 1241 East Wilson Avenue Arcadia, WI 54612

Dear Mr. Burnap,

Joy Cardin and Greg Schnirring, Associate Director for Radio, have asked me to respond to your letter of November 25th to Ms. Cardin. I regret the long delay. Ms. Cardin drafted the following replies to your questions.

Matt Joseph's program, "About Cars," was taken off the air on April 27th after he refused to host the program at a different time. Wisconsin Public Radio had wanted Mr. Joseph to host the program on Saturday afternoon rather than Saturday morning.

Mr. Joseph is currently hosting a program called "All About Cars" on Madison radio station WTDY, from 9:00 to 11:00 on Saturday mornings. There are no plans for "About Cars" to return to the WPR schedule.

There are no plans to discuss the departure of Mr. Joseph and About Cars on a WPR talk show. WPR staff have talked with and/or written to anyone and everyone who has had a question or concern since this decision was made more than six months ago. We will continue to answer questions on an individual basis. A vast majority of our weekly listeners (85%) were not listeners to About Cars.

Listeners pledged approximately \$410,000 during our latest pledge drive. WPR's annual budget is in excess of five million dollars.

With my apologies again for the tardiness of this letter. In behalf of Ms. Cardin and Mr. Schnirring.

Judith Rose Listener Service



November 26, 1996

Peter Andreshak 3718 Trov St. Wausau, WI 54403

Dear Mr. Andreshak.

We have taken you off our membership list.

I am returning your check and the letter to Mr. Joseph. If you wish to correspond with him, his address is: 7728 Martinsville Road in Cross Plains.

To set the record straight, Wisconsin Public Radio did not "dump" Matt Joseph. His contract gave WPR the right to schedule the program at whatever time we wished. We decided that it would be in the best interest of our listeners to schedule Matt's program adjacent to Sound Money; a program with a similar appeal. We at no time suggested that the program would be cancelled. Mr. Joseph refused to consider a move from Saturday morning, despite his contractual obligation to do so. That refusal made his continued presence on Wisconsin Public Radio impossible.

I believe that Wisconsin Public Radio has two networks of programming of the highest quality.

I'm sorry that you are no longer interested in supporting Wisconsin Public Radio.

Sincerely,

aallee

rever Wallace
Director of Listener Development — sounds like an important job?

(lig title? little gay? Ha Ha

557 Ferndale Road, Box 341 Mineral Point, Wi. 53565 (608) 987-2500

May 11, 1996

1720 Van Hise Hall, 1220 Linden Drive Madison, WI. 53706

Dear Ms. Lyall:

You are being misled regarding the facts concerning public radio's About Cars.

Did you know that About Cars had the highest rating for the Madison market and second in Milwaukee area. Joseph also had the highest contributions in the last drive. If indeed the staff person who wrote the letter you returned to me indicated that you were sure that "public radio will have to make some difficult decisions about WPR program schedules.

Have you heard the replacement for Matt Joseph? I doubt that you have otherwise About Cars would still be on the air.

THE FACTS: Has Click and Clack increased listenership for the 9 a.m. time slot? NO!

Has Click and Clack attracted substantial amounts of cash from Wisconsin listeners? NO.

Can a listener from Wisconsin get a call in to ask a question? Unlikely.

You, frankly, have been given a palette of distortions from the people who are paid handsomely to serve you. You deserve better. This grand lie that is being perpetrated by your staff will not stand.

Watt Fyl Theford
Bob How Cam I heford

Sincerely,

**Bob Carter** 

# The University of Wisconsin System



Office of the President 1720 Van Hise Hall, 1220 Linden Drive Madison, Wisconsin 53706 (608) 262-2321 FAX (608) 262-3985

May 10, 1996

Mr. Robert A. Carter 557 Ferndale Rd., Box 341 Mineral Point, WI 53565

Dear Mr. Carter:

Thank you for your recent letter expressing your concerns about the Wisconsin Public Radio (WPR) program About Cars. I have shared your letter with the Ideas Network staff so that they have a complete record of all interests in this program.

As I am sure you are aware, reduced financial support from the state and federal government means that public radio staff will have to make some difficult decisions about WPR program schedules. In this particular case, I understand that WPR had an opportunity to add the popular Car Talk program to their Saturday morning schedule. Staff believed that the addition would improve its overall position with its statewide audiences and increase total listener support.

Unfortunately, the decision also meant a change in schedule for About Cars. The Program Planning Team of the Ideas Network had hoped that the show's host Matt Joseph would accept the 3:00 Saturday afternoon time slot with a rebroadcast at 9:00 Sunday morning. They felt that this option would strengthen WPR's total program array for the weekend schedule and increase the exposure for Mr. Joseph's program. Unfortunately, Mr. Joseph rejected the offer.

Again, thank you for your letter, and I hope that you will continue to consider Wisconsin Public Radio a valuable asset to the state.

Sincerely,

Katharine COLyall

President

cc: Chancellor Don Hanna Professor Jack Mitchell The Wis State Joint Finance Committee C/O Senator Brian Burke P.O. Box 7882
Madison, Wis, 53708

Dear Committee.

Please add this letter to the official record of these hearings.

I'm presenting you with a copy of most of the petitions that nearly 2500 taxpayers, contributors, and listeners signed in the first two months to protest the cancellation of the program About Cars by Wis Public Radio (WPR). I request that these petitions become a part of the official record of these hearings. The petitions I'm presenting were submitted to U. W. President Katherine Lyall and the U. W. Board of Regents during the last 12 months. Their non-response to the petitions and letters they've written to taxpayers show that despite assurances, WPR and U. W. administrators (those with a duty to rectify this problem) refuse to recognize or fix an obvious problem.

This arrogant attitude and lack of accountability was clearly demonstrated at the WPR hearing when one of only three people who testified in defense of WPR delivered a message that can be summarized as follows. Taxpayers, contributors, and listeners don't count. Only their money counts. In other words, people complain all you want but we don't take it seriously as long as we maintain funding.

Committee members, thousands of taxpayer complaints, the Audit Bureau Report and Joint Audit Committee hearing tell us what is wrong. You now know there is a problem, now do something about it!!!

Sincerely,

Carl Gruen